

1 of 5

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	M	500A-600A	8 NEWS NOW	:30	\$790.00	10/01-10/01	2	1	2	\$1,580.00	
			Sales Remark: V3 .									
			V3 More than 2 codes changed									
	*2	M	600A-700A	8 NEWS NOW	:30	\$965.00	10/01-10/01	2	1	2	\$1,930.00	
			Sales Remark: V3 .									
			V3 More than 2 codes changed									
	*3	M	700A-900A	CBS THIS MORNING	:30	\$700.00	10/01-10/01	2	1	2	\$1,400.00	
			Sales Remark: V3 .									
			V3 More than 2 codes changed									
	*4	M	900A-1000A	LIVE! WITH KELLY	:30	\$300.00	10/01-10/01	2	1	2	\$600.00	
			Sales Remark: V3 .									
			V3 More than 2 codes changed									
	*5	M	1000A-1100A	PRICE IS RIGHT	:30	\$325.00	10/01-10/01	0	0	0	\$0.00	
			Sales Remark: V3 .									
			V3 More than 2 codes changed									

Rep Order# 8872207 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37401

Printed: 09/27/2012 11:48 AM
Last Received: 09/27/2012 9:02 AM
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS
Advertiser () HORSFORD, STEVEN
Product Horsford/DCCC
Estimate# 1877
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 143/149/1877
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

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	*6	M	1100A-1200P	YOUNG & RESTLESS	:30	\$325.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*7	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$325.00	10/01-10/01	1	1	1	\$325.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*8	M	1230P-200P	THE BOLD AND THE BEAUTIFUL/DEAL	:30	\$1,315.00	10/01-10/01	2	1	2	\$2,630.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*9	M	100P-200P	LET'S MAKE A DEAL	:30	\$300.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*10	M	200P-300P	THE TALK	:30	\$1,315.00	10/01-10/01	1	1	1	\$1,315.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*11	M	300P-400P	ELLEN	:30	\$375.00	10/01-10/01	2	1	2	\$750.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*12	M	430P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,575.00	10/01-10/01	2	1	2	\$3,150.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*13	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,750.00	10/01-10/01	2	1	2	\$3,500.00	
				Sales Remark: V3 ..								
				V3 More than 2 codes changed								

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	*14	M	630P-700P	INSIDE EDITION	:30	\$1,000.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*15	M	700P-800P	ET/INSIDER	:30	\$800.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*16	M	800P-900P	HOW I MET MOTHER/ PARTNERS	:30	\$1,400.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*17	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,100.00	10/01-10/01	1	1	1	\$2,100.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*18	M	1135P-1237A	LATE SHOW W. LETTERMAN	:30	\$425.00	10/01-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*19	M	1237A-137A	LATE LATE SHOW	:30	\$110.00	10/01-10/01	2	1	2	\$220.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*20	SA	1230P-400P	CBS COLLEGE FOOTBALL	:30	\$500.00	09/29-09/29	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*21	SU	1000A-115P	CBS NFL FOOTBALL-EARLY GAME	:30	\$1,000.00	09/30-09/30	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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	*22	SU	115P-430P	CBS NFL FOOTBALL-LATE GAME	:30	\$1,000.00	09/30-09/30	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*23	SA	530P-600P	POLITICS NOW	:30	\$965.00	09/29-09/29	1	1	1	\$965.00	
				Sales Remark: V3 .								
				V3 Added								
	*24	M-TU	400A-459A	NEWS	:30	\$50.00	10/01-10/02	2	1	2	\$100.00	
				Sales Remark: V3 .								
				V3 Added								
	*25	M-TU	400A-459A	NEWS	:30	\$20.00	10/01-10/02	2	1	2	\$40.00	
				Sales Remark: V3 .								
				V3 Added								

—REPORT TOTALS—

Report Totals: 26 / \$20,605.00

—SALES MONTHLY TOTALS—

Sep 12: 1 / \$965.00 Oct 12: 25 / \$19,640.00

Sales Totals: 26 / \$20,605.00

Station Totals: 26 / \$20,605.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$68,683	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+